

A Guide to Wiley Book Marketing

Here at Wiley, we're working to shape the future—and that starts with teaming up with amazing authors like you. Once you've joined the team of distinguished Wiley authors, our marketing teams will work to ensure your title gets the coverage and promotion it needs to succeed. From the moment your book is brought on board to long after it hits shelves, we're dedicated to marketing and supporting it so that your content can reach the widest audience possible.

Wiley has several different global sales, channel, and marketing groups who work directly to sell and market your content to virtually all global resellers, wholesalers, libraries, and higher education accounts. We ensure that your book is positioned correctly for the market it is in, has optimized design, and that the timing of the release is optimal. We also publish in both print and digital formats so customers can get the content they need in the way easiest for them. Additionally, we are charting a progressive future by focusing on:

- Delivering our books in print, courseware, e-book, and online-book formats
- Delivering comprehensive, Search Engine Optimization (SEO) friendly information about our books, including accurate metadata, to the world's bookstores, aggregators, wholesalers, and online vendors, including Amazon, Apple, and Google
- Driving discoverability on Amazon through our industry-leading use of Amazon Marketing Services (examples of Wiley's work is featured in Amazon's own training videos for their other partners)
- Engaging with decision makers on campuses (virtually and in person) globally to support adoption of our books
- Pursuing translation rights with foreign publishers around the globe
- Serving libraries globally with access to print and digital versions of our books in various digital formats and in customized collections
- Extending our reach by selectively licensing digital rights to key partners
- Supporting our authors as they leverage their platforms in support of their books.

Wiley goes above and beyond to help our authors connect with their readers, and we can't wait to help you do the same.

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Wiley Channel Marketing Efforts

Partnering with Wiley means you have teams of skilled and knowledgeable marketing and sales people working hard to make sure the right marketing programs and go-to market channels are utilized to maximize discoverability and sales for your book. From the start, your book is created for a specific audience, reader and purpose; and Wiley has the capabilities, expertise, and proficiencies in a range of channels to strategically position your book into the correct market.



Global Bookstores, Retailers, and Industry Wholesalers

One of our marketing groups is called Channel Marketing. Channel Marketing's goal is to increase customer engagement by generating demand for your content through effective and strategic marketing campaigns through our global retail, wholesale, and online partners. Wiley has relationships with all the top distribution channels for your content (think Amazon and Barnes & Noble, for example). We strive to make sure the right book gets placed in the best possible channels for its intended audience. Wiley has the expertise and skill in various channels to make sure the right program is available no matter the product.

Here are the national and retail accounts your book will be presented to:

- Amazon
- Barnes and Noble, BN.com (includes Nook edition)
- Books-A-Million, BAMM.com
- Waterstones, WHSmith
- Google
- Apple
- Rakuten Kobo
- Additional international markets where appropriate

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Wiley Channel Marketing Efforts



The Channel Marketing Team uses a number of tried and true tactics to make sure your book has the impact it needs to impress the accounts we pitch it to. These tactics include:

- Developing cross-category/seasonal and/or brand-specific marketing strategies
- Managing and building upon specific account opportunities like spotlight titles, categories, etc.
- Identifying and utilizing appropriate vehicles (banners, dynamic mail, stores, etc.) for successful campaign execution
- Submitting to Vine (Amazon) to build review base and drive sales
- Managing budget and partner tools to gain maximum exposure and effective ROI
- Researching market trends and analyzing competitors
- Developing marketing strategies and workflows for new product offerings, bundles, etc.
- Collaborating with sales/partners to gain instore placement—table, bay placement, endcaps, etc.
- Driving promotional outreach via email blasts, website promos, etc.
- Utilizing Bulk/Author Programs to partner with customer and authors for promotional exposure
- Working with partners to help support author and client events/conferences to build awareness and drive customers to retail
- Developing and executing seasonal and/or category-specific campaigns
- Managing wholesaler promotion vehicles—email blasts, newsletters, etc.



Amazon.com

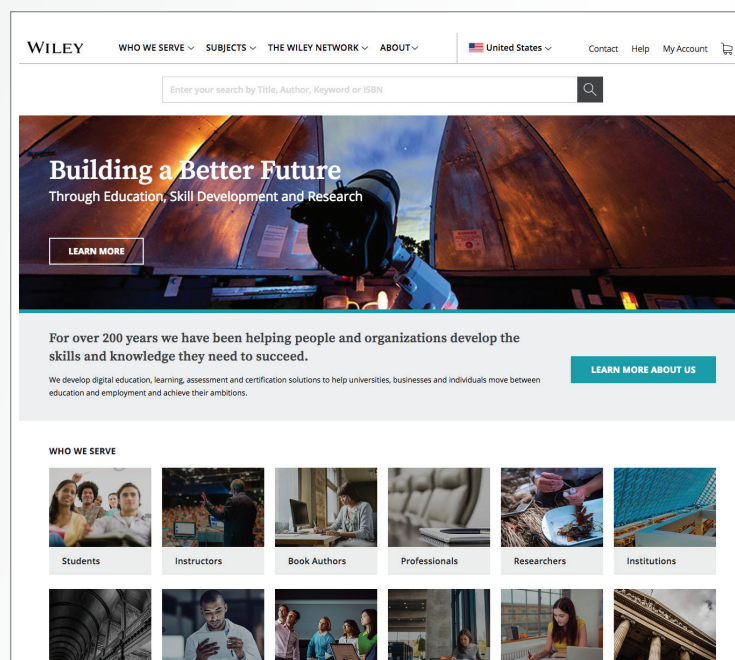
Wiley is one of Amazon's largest publishing partners, and we work closely with the global Amazon teams to plan and coordinate book marketing campaigns. Your book will get consideration for all promotions at amazon.com and other global amazon sites. Books are nominated for promotions on a monthly basis.

- Your book will be available for pre-order on Amazon 4-6 months prior to publication (Kindle edition available closer to pub)
- Publisher-paid promotions can include the following:
 - Dynamic Email Campaign to targeted Amazon customer base
 - Search Campaigns (paid placement above organic results in search)
 - Category/specialty promotion with other Wiley titles on a similar topic
 - "Search Inside the Book" online browsing feature (Wiley paid)
 - Cross-Publisher promotions, as appropriate and available
- Paid hosting of a book video on the book page
- Dynamic Retargeting Campaign (ads for a book a customer has viewed on Amazon appear on the customer's Facebook feed, Instagram, and other sites)
- Amazon Author Programs:
 - Amazon Author Central: provide your readers with up-to-date information about yourself and access sales data provided by NPD Bookscan and Amazon-provided author support
 - Amazon Associates: earn advertising fees from qualifying purchases

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Online Promotion and Discoverability

So much has changed in the way we market and sell books that many of the old school approaches have been replaced with digital efforts aimed at driving discoverability—and those efforts are not always visible to our authors and editors. We do a huge amount of pre-work months in advance of publication to get books sold into accounts around the world, but we also maintain marketing efforts long after the book publishes through a variety of online methods.



We make use of our highly-visited web site to ensure your book has the visibility it needs to find its readers.

- Every book gets a dedicated Wiley.com product page with a sample chapter, Table of Contents, and index where the book can be previewed, ordered, and discovered by site visitors.
- Enhanced promotion connects your readers to relevant content because wiley.com offers improved search capabilities that make it easier for readers to find your content.
- Deliver your book and content on any device because the entire platform is optimized for desktop, tablet, and mobile browsers.



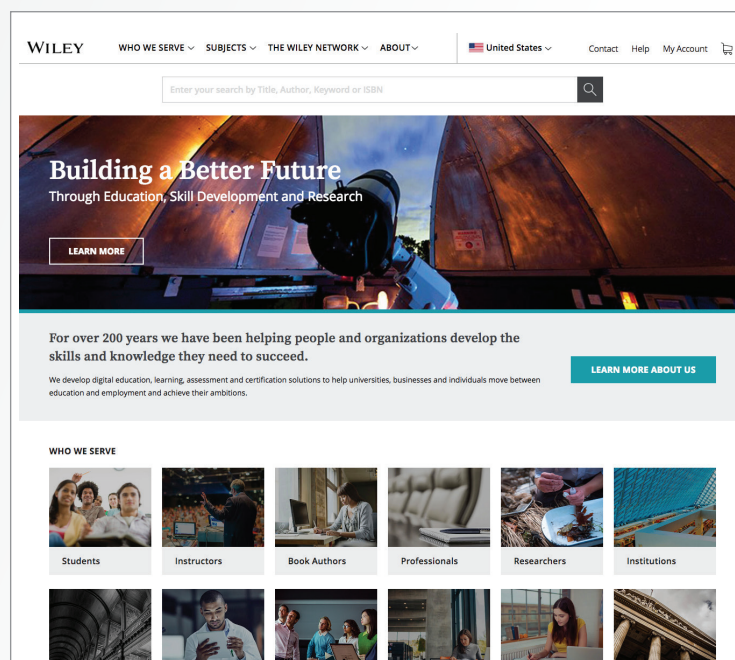
(Applies to titles with WileyPLUS courses) Student purchasing behaviors have changed, and almost 50% of students using WileyPLUS decide to purchase directly from Wiley as they register for their course material, many of them purchasing directly from the school's Learning Management System.

- Every WileyPLUS adopter has the capability to create a relevant purchasing experience for their students through wileyplus.com.
- The wileyplus.com registration and purchasing process is optimized to give students flexibility over course materials and includes a two week free trial for course materials.
- Every title with a WileyPLUS course has a dedicated wileyplus.com promotional page that drives interest for instructors exploring course material.

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Search Engine Optimization (SEO)

Organic search is the largest driver of web traffic—surpassing email, display, paid, and social media marketing. Over 50% of product searches are now being made on Amazon—one of Wiley’s key distribution partners—so we’re making sure we’re a leader in SEO to get your products seen. Wiley takes steps—often months in advance—to ensure your book has the best chance at finding its target market:

- Content is king, and ensuring that you have the proper keywords, tags, cover art, complete copy, etc., helps improve discoverability on any site. Fully optimized content leads to search engine success, enabling your product to be easily discovered by your intended audience. Wiley works behind the scenes to research and discover the best keywords for your book to make sure readers will be able to find it when they search for it and for things related to it.
- All metadata is fed out to our distribution partners, globally, approximately 7 months prior to pub date. For our online partners, this means that your title can be visible on site and available for early pre-orders. Ensuring your product is easily searchable, is critical for success.



Social Media

Wiley maintains social accounts in many areas, allowing us to have a voice and participate in specific community engagement and discussions. If your book and content is a match with any of our Wiley-led social activities, we’ll use this opportunity to ensure your content reaches the right targeted audience. We are constantly engaging with these different communities to cement our status as thought leaders so customers continue to see Wiley as an industry leader who provides quality content time and time again.

We also use our own platforms for content amplification. The Wiley Network, with over 30,000 visitors monthly, is one of our blogs that addresses a host of topics within our customer communities and provides opportunities for brand-building, thought leadership, and driving sales through a rich content experience for current and potential customers. This provides a platform for Wiley authors to contribute articles and other content.

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Global Distribution

We work with you and our global team to help your products reach as wide an audience as possible in as many languages and countries as possible.



Foreign Translations and Licensing

Wiley's global foreign rights organization is unmatched in the publishing industry. We will leverage their relationships with the major publishers in every foreign language market throughout the world to pitch and sell translation rights to your book. Our subsidiary rights department also works to sell digital rights to corporations, libraries, exchanges, and websites. Our books have been excerpted on corporate portals and intranets, stock exchanges around the world, online libraries, and leading business websites. These activities not only promote books, but also insure that authors are compensated for digital reprintings and that the copyright is protected.



Sales Enablement

Wiley works to get knowledge of your book out to a wide audience before—and long after—it is published.

- Monthly and Quarterly Sales Catalogues provide information on all title releases and highlight key titles to all of our accounts globally (like Amazon and Barnes & Noble, for example). These catalogues are distributed via printed material and online so all accounts can access them as soon as they're available.
- Best Seller and Backlist Flyers get sent out to continually highlight titles and mine key titles that have already been published to drive ongoing awareness and demand.



Selling Direct to Corporations

Wiley has dedicated sales initiatives targeting societies and corporations.

These efforts focus on opportunities where bulk sales are possible for reselling by an organization, for use in internal training purposes, or for corporate purchase.

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Book Reviews, Publicity and Review Copies

Wiley partners with authors to ensure the most effective publicity and PR efforts are put in place to support the publication. Often, it's the authors own efforts to engage with their community and audience that drive the most results, and we support, supplement, and complement your efforts by providing reviewers with an electronic copy of your book. We make it easy for reviewers and media outlets to work with Wiley through a centralized publicity email. We may also target specific reviewers with new book and subject-specific publicity newsletters or press releases.

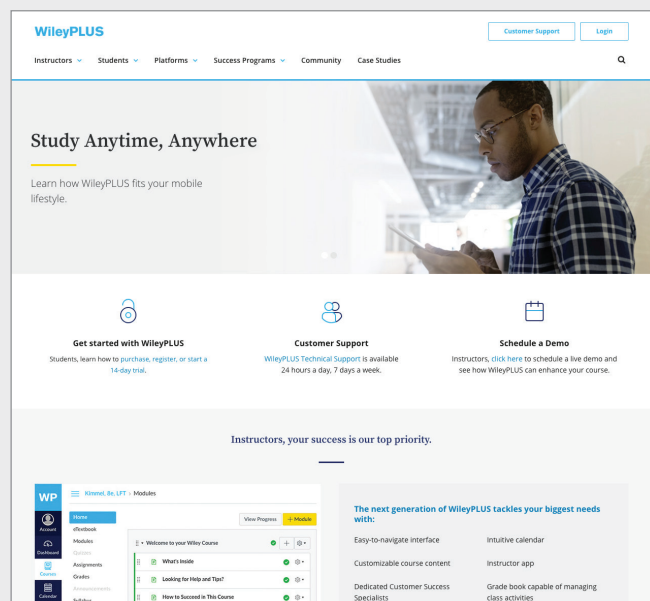
Conferences, Exhibitions, and Events

Wiley attends hundreds of conferences and events each year, providing us the opportunity to engage with customers and users of our content and showcase the newest print and online publications. While we usually focus on displaying the newest publications in print or through our online display kiosks, our conference efforts are also focused on community engagement, providing product knowledge, and customer acquisition, which enables us to promote more extensive portfolio and subject area collections via conference follow up promotions, online catalogs, and special offers for conference attendees. Wiley also participates in large conferences and book fairs, such as the Frankfurt and London Book Fairs, the American Library Association Annual Conferences, and the China Digital Books Forum and Turkey Librarian Sharing Day.

We recognize our authors attend and speak at numerous events and conferences where Wiley does not participate. This is often the best opportunity for an author to promote the book themselves to a targeted community of potential users and customers. In those circumstances, we work with authors to ensure they have the support and tools necessary to promote their book. And, if authors are speaking or featured at events and there's an onsite bookstore, we'll explore options for having the on-site bookstore sell copies of your book.

Marketing for Educational Titles and Resources

Wiley's Education Marketing and Sales Teams drive awareness and course adoptions at high schools, 4-year universities, 2-year schools, and for-profit institutions. Many Wiley titles, course materials, and WileyPLUS courses help improve student outcomes and are used as primary and supplementary texts in university classrooms globally.



Wiley's Education sales teams have relationships with educators across North America and drive demand and facilitate evaluation for your course materials through various tactics, including on campus visits, phone calls, and email communication. While the expanding Customer Success team is dedicated to ensuring outcome success for any customer who implements WileyPLUS with your title, our goal is to provide the customer experience for those evaluating and using your course materials.



Higher Education Sales

Wiley's dedicated team of over 80 professional account managers has been specially trained to handle the intricacies of the rapidly changing higher education market—from the broad decision hierarchy in departments through the vertical layers of administration. This team is optimized to understand the demanding teaching and learning needs of today's college instructors and learners and is equipped with best in class solutions to solve problems like student affordability, accessibility, and custom curriculum needs. Some of these solutions include licensing our content to an institution or library and working with instructors and bookstores to provide access to digital and print material through inclusive access partnerships. The strong relationships built on trust, service, and quality make our sales organization stand out from the rest and drive customer loyalty and advocacy. As proof, Wiley's market leading courseware WileyPLUS and our Wiley eText powered by VitalSource are used by thousands of instructors and millions of students each year.



Education Marketing

As a leading Higher Ed education solutions provider, Wiley understand the needs of students and instructors in the markets where we publish. We understand the changing needs of the students, instructors, and institutions and use messaging and campaigns that differentiate and drive leads for the various sales teams. We develop customer-centric and differentiated messaging based on our established instructor and student personas and insights from customer journey research. The integrated marketing tactics include conference and webinar promotions, content marketing, channel visibility, email campaigns, account-based tactics, and digital marketing tactics.



Telesales

Wiley's dedicated team of Telesales professionals are a key component of integrated marketing campaigns. They are strategically focused on upper level majors, undergraduate, and graduate adoptions. Each Telesales professional has areas of specialization across the various markets in which Wiley publishes. Wiley has a unique structure that allows our demand generation and lead generation marketing efforts to be tightly integrated with our Telesales follow through.

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Marketing for Educational Titles and Resources



Business Development Academia

Wiley has a team of dedicated professionals focused on developing business in the higher education market. This business development team is a sales, marketing, and services group focused on the institutional sector in Higher Education. In addition to marketing and selling all Wiley content, we support our partner institutions with a range of solutions including inclusive access, content licensing strategies, curriculum development, digital transformation, large-scale content/technology implementations, consulting services, and more.



University Bookstore Sales Barnes & Noble Education, Follett, Independent Stores

Wiley partners closely with the primary chains, as well as the independent stores serving the college market, on more than 2,000 U.S. college/university campuses. With the strong migration from print to digital solutions currently occurring on campuses, Wiley works to ensure that access codes and print bundles are delivered correctly and on time. As needed, our sales and customer success teams prepare and present trainings to bookstore colleagues to ensure their understanding of what and why materials have been ordered to assist in sell-through.



Wiley Custom Select

Wiley Custom Select allows our academic partners to simplify custom content creation and streamlines delivery putting them in complete control of the material you use to teach. Instructors have unprecedented flexibility to create custom tailored textbooks in minutes. Instructors can simply select the content they want, in the sequence they want, delivered how they want, and their custom textbook will be in the bookstore in just a few weeks or available online even sooner. Check out <https://customselect.wiley.com/> for more details.



Inclusive Access Models

Inclusive access programs are growing at colleges and universities across the country as publishers and schools partner up to address student affordability and improve access to course materials. Inclusive access programs, also known as digital discount or digital direct access programs, give colleges and universities the option to include the cost of supplies and books in tuition fees.

Taking the savings one step further, institutions are also advocating for digital learning platforms. These digital solutions typically cost a fraction of the price of a color, hardbound book—and the money saved from changing from print to digital can be as much as 60%.

Wiley Inclusive Access, in partnership with Barnes and Noble College, Follett, Red Shelf, and VitalSource enabled campus stores, not only offers students significant savings, but it also provides valuable first-day of class access. In a recent study by Vital Source 63% of students who had their textbooks with them on the first day of class completed the course, while only 29% of the students who showed up without the materials finished the course.

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How We Reach Global Libraries

Wiley markets heavily to libraries across the world to help your books make into the locations where students, teachers, and graduate students can access it. Our initiatives focus on the librarian who has purchasing power for online books and references. We work to better understand the role of the influencer at academic universities (department chair, professor, etc.) and how they impact the purchasing decision of the head librarian to ensure the best outcome for your title. We focus on the library buying cycles, since they can vary by institution and region and depend on how the institution's annual year runs (calendar year vs. some variation of a fiscal year). Wiley recognizes the needs of our library customers vary greatly depending on the size of their institution and their location. As a result, we offer many different purchasing options for our products, ranging from large new book collections, subject specific collections, annual subscriptions, or a one-time purchase of a reference work or online book collection.



Industry Conferences and Awards

Wiley's primary goals for library conferences are to maintain the Wiley brand and to support our library customers. In all regions, Wiley attends major librarian conferences throughout the year, with the following goals:

- Strengthening Wiley's brand awareness and thought leadership
- Promote Wiley online books and reference works
- Supporting our key customers
- Gaining customer insights
- Strengthening our relationship with the library community



Wiley Online Library

Your published research and reference and scholarly content also has a home on Wiley Online Library. Hosting one of the world's most extensive multidisciplinary collections of online resources, Wiley Online Library delivers seamlessly integrated access to over 1,600 journals, 21,000 books, and hundreds of multi-volume reference works, laboratory protocols, and databases, enabling library patrons to easily discover, access, and use the content most relevant to their research needs and goals.

Built-in search engine optimization (SEO) makes it easier for researchers and readers to discover your content through external search engines like Google. Peers and other users can find your published work through intuitive features like automated content recommendations that are based on readers' activity and interests. And readers will locate your content quickly with improved search capabilities, such as autocomplete, highlighted search terms, filtering to accessible content, and more.

Overall, becoming a Wiley author opens you up to a world of knowledgeable sales and marketing professionals who are on your side to make sure that from start to finish your book is designed, marketed, and publicized for success. But moreover, we make sure that you as an author have the tools and team you need to not only write this book, but to hopefully write many more Wiley books to come.